

SANTA MONICA MOUNTAINS CONSERVANCY

LOS ANGELES RIVER CENTER & GARDENS
570 WEST AVENUE TWENTY-SIX, SUITE 100
LOS ANGELES, CALIFORNIA 90065
WWW.SMMC.CA.GOV

**FOR IMMEDIATE RELEASE****CONTACT**

Dash Stolarz, (323) 221-9944, ext. 198

Dash.stolarz@mrca.ca.gov

LOS ANGELES, CA (January 11, 2021) -The Santa Monica Mountains Conservancy announced today that Irma R. Muñoz has been elected Chair of the Santa Monica Mountains Conservancy for a third consecutive term by a unanimous vote of the Conservancy Board. Muñoz, who has served on the Conservancy since 2010, first as an appointee of former Mayor Antonio Villaraigosa, and currently as appointee of Mayor Eric Garcetti, previously served as Conservancy Chair in 2013, 2016, 2017, 2019, and 2020.

Irma R. Muñoz is the Founder and Executive Director of Mujeres de la Tierra-an environmental equity non-profit located in Los Angeles, California. She is recognized for her leadership and development of creative and impactful approaches with community engagement and community listening that results in both collective and individual empowerment of community residents. Her work includes defining and developing cultural relevant approaches and messaging platforms to neighborhoods within Latino communities. She has developed the "platica" model as an avenue to secure opinions and conversations from individuals who have never been asked for their opinion, invited to a community meeting or acknowledged for their community worth. She has been recognized by many organizations for her trailblazing work including the Anacostia Smithsonian Museum, Green Latinos, the City of Los Angeles, FOLAR (Friends of the Los Angeles River) and the Watershed Health Council.

Currently she serves as Chair of The Los Angeles Regional Water Quality Control Board appointed by Governors Brown and Newsom.

Muñoz believes in the importance of community service and provides support and guidance to folks interested in serving on boards and commissions. She inspired the MLK Tree Grove Monument located at Kenneth Hahn State Recreation Park. She is a community activist, advocate and champion for social equity issues. She graduated from the University of California, San Diego with a Bachelor of Arts degree and earned a *Juris Doctorate* from the Thomas Jefferson School of Law.

Hon. Steve Veres, Public Member, Appointed by the Senate Rules Committee, was unanimously elected as Vice Chairperson for a third consecutive term.

The Santa Monica Mountains Conservancy, established by the Legislature in 1980, is composed of nine voting members and three ex officio members. The nine voting members

represent local, state, and federal government including the Superintendent of the Santa Monica Mountains Recreation Area, a member appointed by the Mayor of the City of Los Angeles, a public member appointed by the Governor, a public member appointed by the Senate Committee on Rules, one public member appointed by the Speaker of the Assembly, a member appointed by the Los Angeles County Board of Supervisors, a member appointed by the Ventura County Board of Supervisors, the designee of the Secretary of the Natural Resources Agency of California, and the Superintendent of the Angeles District of California State Parks. Ex Officio Members include the Supervisor of the Angeles National Forest and appointees of the California Coastal Conservancy and the California Coastal Commission.

A 26-member Advisory Committee consisting of representatives of local jurisdictions, and members appointed by the Governor, the Senate Rules Committee, and the Speaker of the Assembly advise the Conservancy.

The Santa Monica Mountains Conservancy was established by the State Legislature in 1980. Since that time, it has helped to preserve over 75,000 acres of parkland in both wilderness and urban settings. Its mission is to strategically buy back, preserve, protect, restore and enhance treasured pieces of Southern California to form an interlinking system of urban, rural and river parks, open space, trails, and wildlife habitats that are easily accessible to the general public.